

"Dynamus Technology": The Marketing, Viewing, and Selling of Products and Service on the Web -- VERSION 1.0

BUILDING	IMAGES/NAVIGATION	IMAGE MAPPING	CLICKING / SELLING	MARKETING DATA
<p>A three dimensional model of a building, space, apartment, store, cave, or any other construct, however real or unreal, is designed (3D model) on a draftsman's table, and/or computer.</p>	<p>Images are rendered on the computer of the various views that a user/member could have standing and/or walking around the virtual space of the 3D model (movements).</p> <p>The images are stored, and then accessed by the user/member in sequence, as they (ex-route movements) navigate through the 3D model. The user/member perceives the moving through the 3D model because the rendered snapshot images are displayed in sequence, from moving from one part of the 3D model to another (for example: moving from the north part of an apartment room, south 3 steps, to a window, would utilize 3 different snapshots of the 3D model that move the view within that model forward, giving the appearance of movements towards the window.</p>	<p>At some points in moving around a 3D model, a member will encounter an object (real or unreal), a product, or something that may be manipulated, and viewed from various angles up close.</p> <p>In the VERSION 1 of this "Dynamus Technology", there would be no Plug-Ins necessary. When an object or product snapshot appears, somewhere on the screen (usually below the snapshot image), a manipulator, in the graphical form of 4 or 5 arrows appears. These arrows would be, but are not limited to, pointing up, down, left, and right. When the user/member clicks on these (image mapped) sensitive arrows, the snapshot image reloads, revealing the same background image, but a different view of the object/product.</p> <p>For example: the member would be in a 3D virtual store. The member could then walk over to a product, click on the manipulator (arrows), and a left view of the object/member</p>	<p>If the user/member wishes to get more information about the product and/or the manufacturer, join mailing lists, or other activities, they may click on an icon near the image/product/manipulator (arrows), and do so.</p> <p>If the member clicks on a product within the store, the store owner - depending on that owner's account type, requested information, or feedback preferences - would be sent information on that member.</p> <p>This information would include, for example, email address, product interests, buying habits within the store or virtual city, hobby interests, length of time spent in the Virtual Store, length of time viewing the product(s), etc.</p> <p>If the user/member clicks on the actual object/product, depending on the object/product, the image will link to an e-commerce enabled web-site, and product information and purchase may occur, if the user/member so chooses.</p>	<p>The movements of the member related to viewing products, product information, etc., would be recorded on the member's account. This information would be sold, transferred, communicated, and/or submitted to clients, or third party companies. This information would especially aid the Virtual Store owners, in collecting consumer information, enabling them to market to their niche markets better.</p>

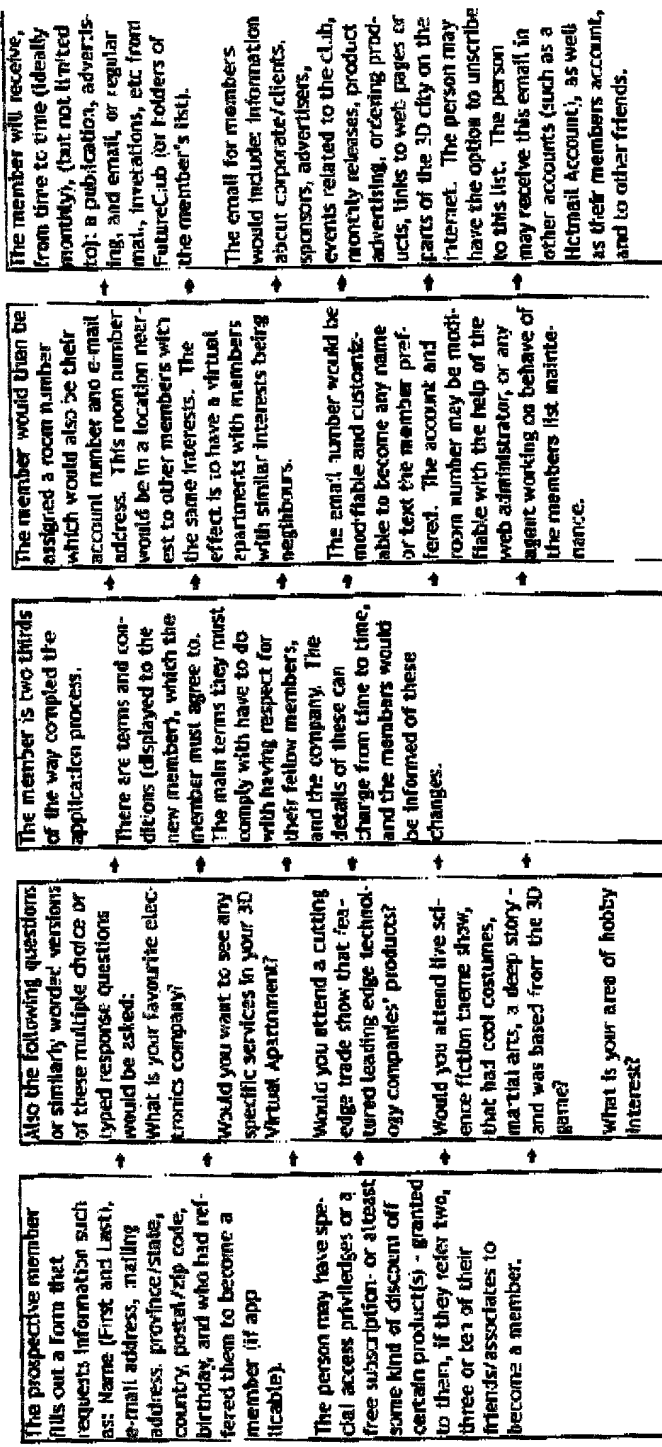
FIGURE 1

"Dynamics Technology": The Marketing, Viewing, and Selling of Products and Service on the Web -- VERSION 2.

BUILDING	IMAGES/NAVIGATION	IMAGE MAPPING	CLICKING / SELLING	MARKETING DATA
<p>A three dimensional model of a building, space, apartment, store, cave, or any other construct, however real or unreal is designed (3D model) on a draftsman's table, and/or computer.</p>	<p>The user/member perceives the moving through the 3D model because the rendered snapshot images are displayed in sequence, from moving from one part of the 3D model to another.</p>	<p>At some point's in moving around a 3D model, a member will encounter an object (real or unreal), a product, or something that may be manipulated, and viewed from various angles up close.</p>	<p>If the user/member clicks on the actual object/product, depending on the object/product, the image will link to an e-commerce enable web-site, and product information and purchase may occur, if the user/member so chooses.</p>	<p>If the member clicks on a product within the store, the store owner - depending on that owners account type, requested information, or feedback preferences - would be sent information on that member.</p>
<p>Images are rendered on the computer of the various views that a user/member could have standing and/or walking around the virtual space of the 3D model (movements).</p>	<p>The snapshot images are enhanced with flash, shockwave, or any other kind of browser plug-in technology - to make (image mapped) parts of the snapshot image animate or glow, when the mouse pointer is put over parts of the image.</p>	<p>Plugins or the technology of viewing from various angles and manipulating objects over the Internet (for example QuickTime VR, or Calt3D) would be embedded into the rendered snapshot view of the 3D model, as to appear that the object was part of the 3D model.</p>		<p>This information would include, for example, email address, product interests, buying habits within the store or virtual city, hobby interests, length of time spent in the Virtual Store, length of time viewing the product(s), etc.</p>
<p>The images are stored, and then accessed by the user/member in sequence, as they (execute movements) navigate through the 3D model.</p>	<p>(For example: operating an event in the virtual apartment would include the user/member clicking on various image mapped parts or switches. The switches would glow once the user/member put their mouse pointer over it. Once the user/member clicked on the switch, the store would turn on. They could then turn right, a snapshot of what appears to the right would load on their browser, and they could move forward if they, for example, clicked on the bridge 2 steps away.)</p>	<p>For example: the member would be in a 3D virtual store within the Virtual City. The member would be able to navigate around that store by executing movements within that store. The member could then walk over to a product floating above a graphical representation of a display area for that product, and move it around, click on it to purchase it, or get more information about the product and/or the manufacturer, join mailing lists, or other activities.</p>		<p>The movements of the member related to viewing products, product information, etc., would be recorded on the member's account. This information would be sold, transferred, communicated, and/or submitted to clients, or third party companies. This information would especially aid the Virtual Store owners, in collecting consumer information, enabling them to market to their niche markets better.</p>

FIGURE 2

The FutureClub Membership sign-up process works as follows:



A member can customize the look of their apartment, change the colour of their virtual wall paper, flooring, and change almost every detail of their Virtual Apartment. The member can also move appliances and furniture. The member will also have other features available to them, such as e-commerce solutions, chat room functions, game options, etc.

A Members URL (if filled out), will be advertised within the Virtual Apartment advertising space (banner ad). This ad will be a link to the Members URL. The Member will periodically be asked/solicited about posting their URL banner ad in other virtual apartments or in other locations in the 3D environment. This allows a channel of distribution of information, marketing and potential sales for small, medium and large businesses to reach niche market consumers.

FIGURE 4

The 3D Virtual City Game works as follows:

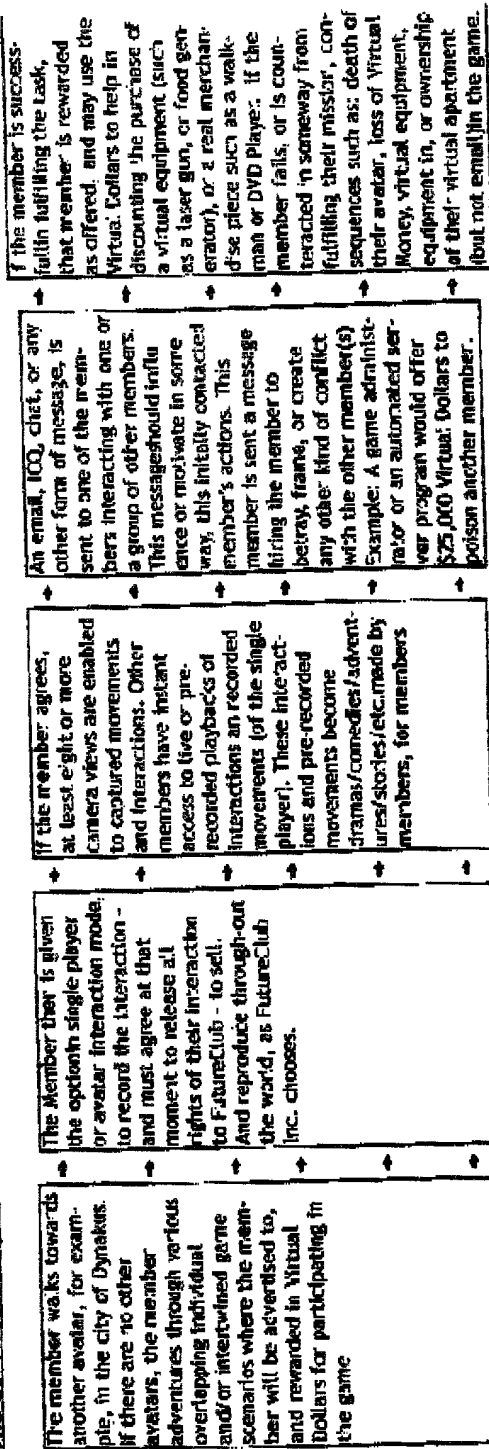


FIGURE 5